

## The Big Picture

Business Studies provides transferable skills allowing students a smooth transition from an educational environment to a work environment, by providing an insight to a multitude of business sectors and departments. The GCSE Business specification will give students the opportunity to explore real business issues and how businesses work. A relevant and diverse specification, students will consider the practical application of business concepts

## Year Group 11

**Intent** 'Learning Programme' units to be covered: 3.4 Human resources (3.4.1-3.4.4)- 3.5 Marketing (3.5.1-3.5.4) - 3.6 Finance (3.6.1-3.6.4)

The units provide opportunities to explore theories and concepts in the most relevant way, through the context of events in the business and economic world. In Year 11 students will study and investigate the purpose of business activity, the role of business enterprise and entrepreneurship, and the dynamic nature of business. Students will study the importance of external influences on business and how businesses change in response to these influences. Students will study, human resources, marketing and finance.

## Implementation

There will be three units of approx. 13 weeks each. Each lesson will include at least one LORIC skill.

Homework will be set on Seneca learning and quizizz: both are automated marking to track individual student progress and identify gaps in learning,

Develop an in-depth knowledge of the subject area

Develop the skills of application, analysis and evaluation

Enable students to have a wider understanding of issues in the world they live

Enable students to make progress regardless of ability, disability, gender, race or sexuality

Develop confidence in our students so that they are able to live safe, healthy and fulfilling lives

Equip students with the 21st century knowledge and skills needed beyond Shrewsbury Academy

Encourage students to develop the knowledge and skills needed for employment or training

Offer students the chance to achieve and have high aspirations and ambition

### Key assessments:

**Formal assessment will take place at the end of each unit.**

**Homework will be set on online platforms and results will be used in lesson to address misconceptions and learning gaps.**

**Teachers will live mark/ sample mark non formal assessments.**

**Autumn Term-** Human Resources- Recruitment and selection of employees - Motivating employees -Motivating employees -Training

**Spring Term-** Marketing -The purpose and methods of market research -The elements of the marketing mix: price, product, promotion and place -Finance -Sources of finance Cash Flow- Financial terms and calculations

**Summer Term** -Finance- Analysing the financial performance of a business  
Revision

## Impact

In KS4, books are marked in line with Shrewsbury Academy's marking policy. Students are then given feedback and time to improve their work. As well as this, data is collected using multiple choice quizzes on every sub-topic and the student's complete formal assessments at the end of each unit. This allows the teacher to assess the knowledge and skills developed and identify misconceptions.